



Campus-wide Emails at Wellesley College: A Microcosm of “Targeted” Advertising?

Shreya Parjan

CS 234: Data, Analytics, & Visualization

30 Sept 2019

► Wellesley Memes For Grade Deflated

Feminist Teens

Oct 29, 2017 · 🧑 · ...so many emails... I'm sure the 33,000 emails Hilary Clinton deleted were from Wellesley" -me explaining to my father the problem



and 547 others

12 Comments

► Overheard at Wellesley College

Sep 19 · 🧑 · "My favorite hobby is WRITING EMAILS!!!!!!111!!1"



and 47 others

3 Comments

► Wellesley Memes For Grade Deflated

Feminist Teens

November 26, 2017 · 🧑

can i submit a check request to SOFC for everyone to be reimbursed for having to read those reply-all emails?

Event	Date of Event	# of Students	Category	Amount	Funding Source: (Profits, SOFC deadline, GP org, or CLCE)
Thoughtless reply-all email with an uninformed and blatantly disrespectful "opinion"	11/26/17	2300	Classism	\$500	SOFC



and 215 others

► Wellesley Memes For Grade Deflated

Feminist Teens

Apr 5 · 🧑 · broke: sending all-school lost and found emails woke: going back in time and doing the exact same thing just in the wellesley news every week sources: <https://repository.wellesley.edu/cgi/viewcontent.cgi?article=1272&context=news...>



and 257 others



7 Comments

► Wellesley Memes For Grade Deflated

Feminist Teens

November 26, 2017 · 🧑

me watching these sofc referendum emails roll in
welcome back reax only



Guiding Questions

Individual

1. How do I interact with my inbox?
2. Does this sea of emails actually reach me effectively?

Collective

3. What kind of emails are most often sent to all classes?
4. When is the “prime time” for spamming all students?

...towards a “Theory of Campus-wide Emails”

Outline

- I. Data Collection & Analysis Strategy
 - II. Preliminary Findings
 - A. Personal
 - B. Collective
 - III. Lessons & Extensions
-

Data Collection & Analysis Strategy

- [Submissions Open for Chrysalis Zine ! - 1 Update](#)
- [Vote in WC Dems Fall E-Board Elections! - 1 Update](#)
- [STARTING TODAY Citi Ventures x WWIB Case Challenge - 1 Update](#)
- [\[The Wellesley Review\] 2 more days to SUBMIT! - 1 Update](#)
- [\[slatermail\] \[Slater\] Want 2 PE credits? Perform at Slater Culture Show!" - 1 Update](#)
- [WCTV EARRING SALE - 1 Update](#)
- [Join CCAC E-board if you are interested in Chinese Classical Art! - 1 Update](#)
- [👉 🟤 AMNESTY INT'L MEETING TODAY @4:30PM - 1 Update](#)

```

1 timeData.head()

  Day Date TotalTopics TotalEmailInteractions DigestEmailInteractions 0-3 3-6 6-9 9-12 12-15 15-18 18-21 21-24
0   1  9/13         50             11                1  1  0  1  10  15  6  7  4
1   2  9/14         35             4                1  0  0  2  7  5  9  4  2
2   3  9/15         37             8                0  1  0  0  12  4  11  5  2
3   4  9/16         50            13                0  3  0  0  10  10  10  5  9
4   5  9/17         47            17                1  1  0  6  8  11  7  7  2

1 timeData.shape

(15, 13)

1 allData.head()

      Subject Category
0  To the person who took my bike helmet... - 1 U...      t
1      Check Out Our Website - 1 Update                  e
2  FLOWER SUNDAY SALE, TOMORROW 12-4, CHAPEL STEP...      w
3  Auditions and Workshop for Absolutely Murder! ...      a
4  [The Wellesley Review] E-Board SOIs due TOMORR...      i

1 allData.shape

(491, 2)

```

Q1: How did I interact with my inbox?

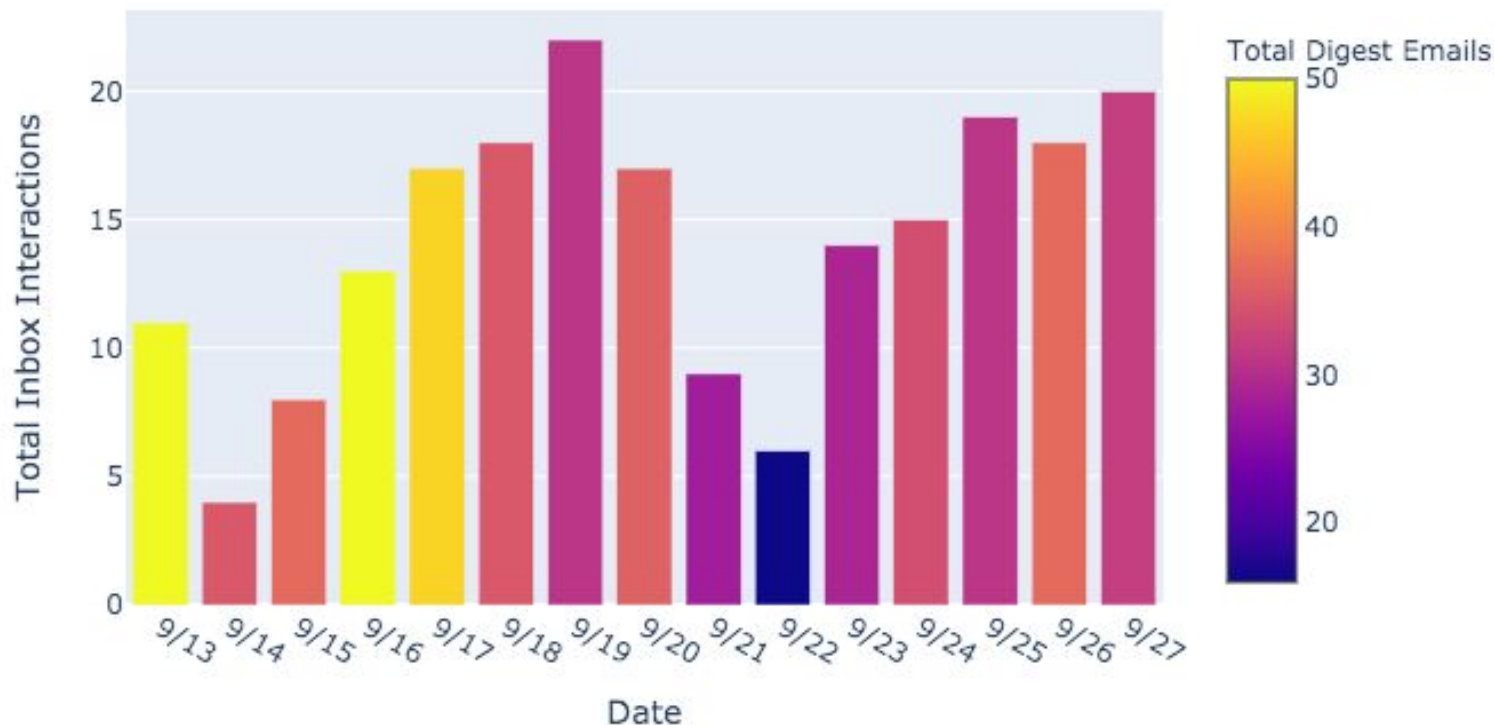


Figure 1. Inbox Interactions by Date: No evident correlation between number of campus-wide emails in digest and number of general inbox interactions. Note limited inbox interaction during weekends.

Q2: How often did I interact with campus-wide content?

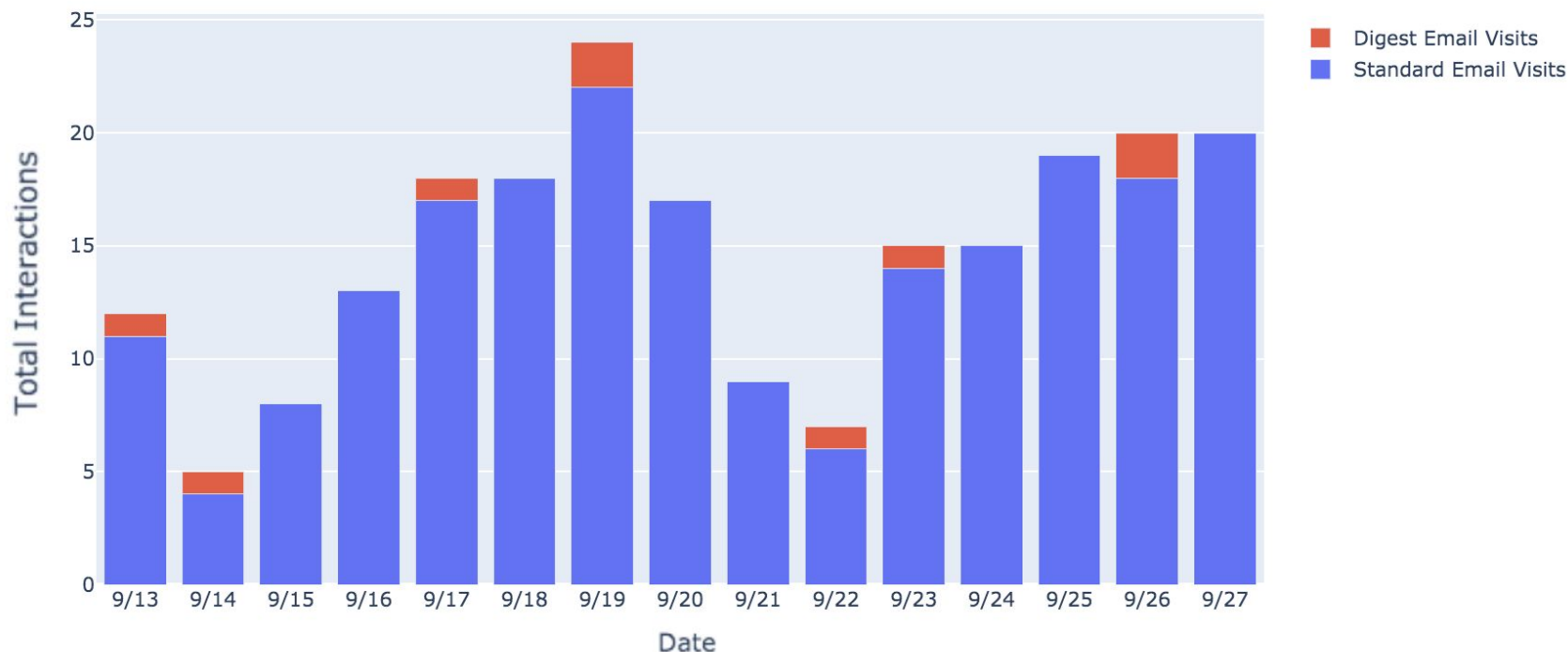


Figure 2. Interactions by Type of Email: The digest effect is clear: I very rarely interact with emails in my digests. There doesn't seem to be a pattern in when I do look at 1-2 digest emails in a day.

Q3: What kinds of emails were most often sent out?

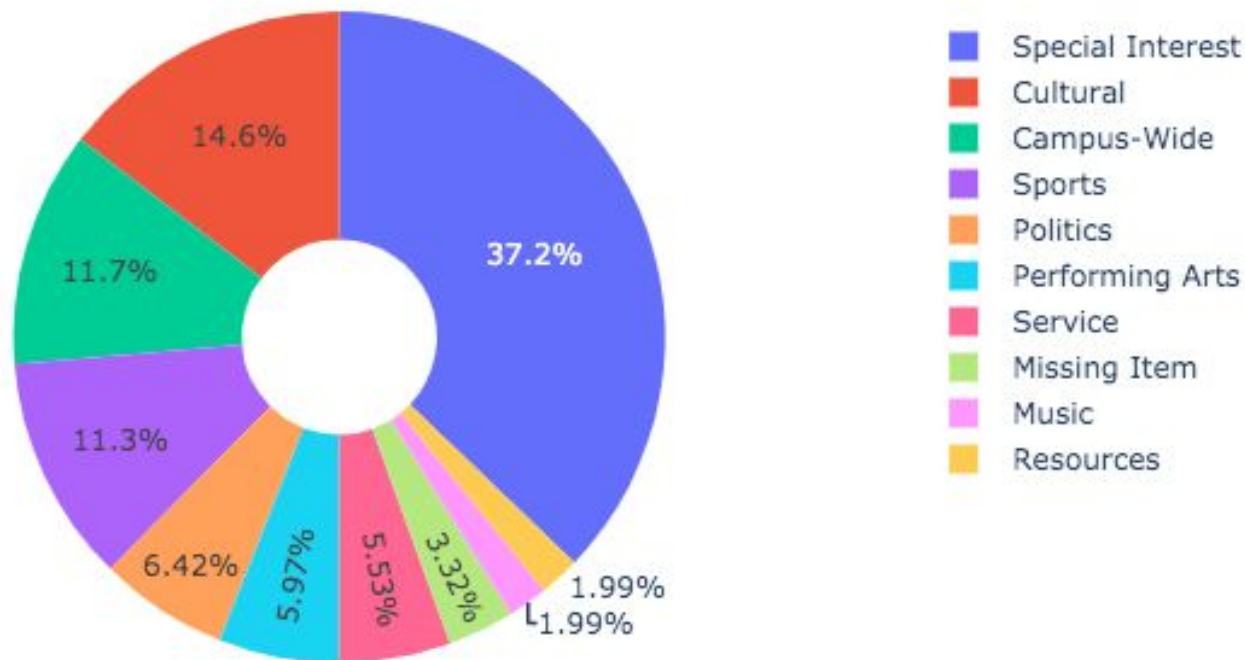


Figure 3. Top 10 Email Categories from Digests: Most emails were “Special Interest,” a broad category encompassing academic and extracurricular interests. A surprisingly large number (15) of “Missing Item” emails were sent out, averaging about 1 per day.

Q4: When was the “prime time” for spamming campus?

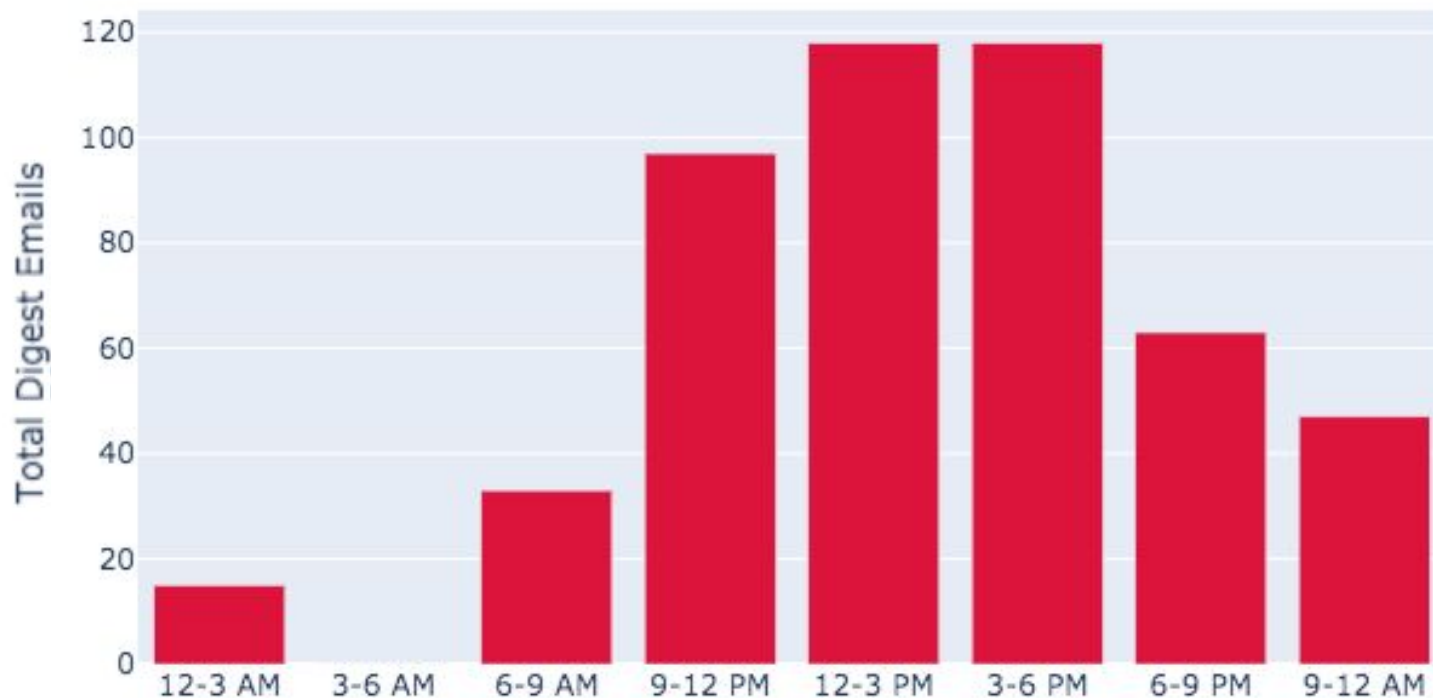


Figure 4. Campus-wide Emails by Time of Day: Peak spamming hours were in the afternoons, likely after classes got out for most people. Thankfully, no one was emailing between 3 and 6 AM.

Conclusions

- Is spamming an effective way to reach *me*?
 - No. While I do interact with my general inbox frequently, I rarely look at emails within my digests from the Class of 2021 group.
- Challenges & Opportunities
 - Mostly “Special Interest” emails: use your mailing lists, folks!
 - Why are we even allowed to email the entire school?
- The Theory of Campus-Wide Emails
 - Similar to targeted ads:
 - Sent at specific times
 - Semi-tailored to audience
 - Interests of Wellesley students, by students
 - No opt in/out, just a product of the system